In the Claims:

1. (Currently amended) A watch face with selective backgrounds comprising:

a polarizer layer for polarizing light passing therethrough;

a liquid crystal display disposed beneath the polarizer layer wherein the liquid crystal display selectively rotates or does not rotate polarized light;

a neutral reflective polarizer layer located beneath the liquid crystal display and positioned in a first orientation relative to said polarizer layer, wherein rotated light reflects off the neutral reflective polarizer layer producing a first background on the watch face and non-rotated light is transmitted through the neutral reflective polarizer layer; and

a reflective non-polarized layer disposed beneath the neutral reflective polarizer layer wherein the light passed through the neutral reflective polarizer layer reflects off the reflective non-polarized layer producing a second background on the watch face.

2. (Original) The watch face of claim 1 wherein the polarizer layer comprises a neutral polarizer.

3. (Original) The watch face of claim 1 wherein the polarizer layer comprises a colored polarizer.

4. (Original) The watch face of claim 1 wherein the liquid crystal display is a twisted nematic liquid crystal display.

5. (Original) The watch face of claim 1 wherein the liquid crystal display is an electronically controlled birefringence liquid crystal display.

6. (Currently amended) The watch face of claim 1 wherein the neutral reflective polarizer layer is positioned in a second orientation relative to said polarizer layer, wherein non-rotated light reflects off the reflective polarizer layer producing the first background on the watch face and rotated light is transmitted through the reflective polarizer layer.

7. (Currently amended) The watch face of claim 1 wherein the reflective non-polarized layer is a patterned surface.

8. (Currently amended) The watch face of claim 1 wherein the reflective non-polarized layer is a colored surface.

9. (Currently amended) The watch face of claim 7 wherein the reflective non-polarized layer is a colored surface.

10. (Currently amended) The watch face of claim 1 wherein the reflective non-polarized layer is a mirrored surface.

11. (Original) The watch face of claim 7 wherein the patterned surface is an analog clock face.

12. (Original) The watch face of claim 1 wherein the first and second background are colored.

13. (Original) The watch face of claim 1 wherein the first background is a first color and the second background is a second color.

14. (Original) The watch face of claim 1 wherein the first background is a silvered mirror.

15. (Original) The watch face of claim 1 further comprising a color changing layer disposed directly above or directly below the liquid crystal display.

16. (Previously Presented) The watch face of claim 15 wherein the color changing layer comprises a colored polarizer.

17. (Original) The watch face of claim 15 wherein the color changing layer comprises a retardation film.

18. (Original) The watch face of claim 1 wherein said watch face includes a hole extending axially therethrough to provide for movement of analog time watch hands.

19. (Original) The watch face of claim 1 wherein said watch face is disposed within a watch module.

20. (Previously Presented) The watch face of claim 19 wherein said module is round and said watch face is octagonal.

21. (Original) The watch face of claim 1 further comprising voltage switching means, wherein said switching means controls a voltage applied to said liquid crystal display.

22. (Currently amended) The watch face of claim ~~22~~ 21 wherein said voltage switching means is electronically actuated.

23. (Currently amended) The watch face of claim ~~22~~ 21 wherein said voltage switching means is manually actuated.

24. (Currently amended) The watch face of claim ~~22~~ 21 wherein said voltage switching means alternates between a first and a second voltage.

25. (Original) The watch face of claim 24 wherein said first voltage produces the first background and said second voltage produces the second background.

26. (Original) The watch face of claim 25 further comprising means for adjusting said second voltage.

27. (Currently amended) The watch face of claim ~~27 where in~~ 26 wherein said means for adjusting is electronically actuated.

28. (Currently amended) The watch face of claim ~~27 where in~~ 26 wherein said means for adjusting is manually actuated.

29. (Currently amended) A watch face with selective backgrounds comprising:

a polarizer layer for polarizing light passing therethrough;

a liquid crystal display disposed beneath the polarizer layer wherein the liquid crystal display is divided into a plurality of distinct segments, wherein each segment selectively rotates or does not rotate polarized light;

a neutral reflective polarizer layer located beneath the liquid crystal display and positioned in a first orientation relative to said polarizer layer, wherein rotated light reflects off the neutral reflective polarizer layer producing a first background on the watch face and non-rotated light is transmitted through the neutral reflective polarizer layer; and

a reflective non-polarized layer disposed beneath the neutral reflective polarizer layer wherein the light passed through the neutral reflective polarizer layer reflects off the reflective non-polarized layer producing a second background on the watch face.

30. (Original) The watch face of claim 29 wherein said plurality of distinct segments comprise a digital time display.

31. (Original) The watch face of claim 29 wherein the polarizer layer comprises a neutral polarizer.

32. (Original) The watch face of claim 29 wherein the polarizer layer comprises a colored polarizer.

33. (Original) The watch face of claim 29 wherein the liquid crystal display is a twisted nematic liquid crystal display.

34. (Original) The watch face of claim 29 wherein the liquid crystal display is an electronically controlled birefringence liquid crystal display.

35. (Currently amended) The watch face of claim 29 wherein the neutral reflective polarizer layer is positioned in a second orientation relative to said polarizer layer,

wherein non-rotated light reflects off the neutral reflective polarizer layer producing the first background on the watch face and rotated light is transmitted through the neutral reflective polarizer layer.

36. (Currently amended) The watch face of claim 29 wherein the reflective non-polarized layer is a patterned surface.

37. (Currently amended) The watch face of claim 29 wherein the reflective non-polarized layer is a colored surface.

38. (Currently amended) The watch face of claim 29 wherein the reflective non-polarized layer is a colored surface.

39. (Currently amended) The watch face of claim 29 wherein the reflective non-polarized layer is a mirrored surface.

40. (Original) The watch face of claim 36 wherein the patterned surface is an analog clock face.

41. (Original) The watch face of claim 29 wherein the first and second background are colored.

42. (Original) The watch face of claim 29 wherein the first background is a first color and the second background is a second color.

43. (Original) The watch face of claim29 wherein the first background is a silvered mirror.

44. (Original) The watch face of claim 29 further comprising a color changing layer disposed directly above or directly below the liquid crystal display.

45. (Original) The watch face of claim 44 wherein the color changing layer comprises a colored polarizer.

46. (Original) The watch face of claim 44 wherein the color changing layer comprises a retardation film.

47. (Original) The watch face of claim 29 wherein the watch face facilitates analog or digital time display.

48. (Original) The watch face of claim 29 wherein the watch face includes a hole extending axially therethrough to provide for analog time movement of watch hands.

49. (Original) The watch face of claim 29 wherein the watch face is disposed within a watch module.

50. (Previously Presented) The watch face of claim 49 wherein said module is round and said watch face is octagonal.

51. (Original) The watch face of claim 29 further comprising a voltage switching means, wherein said voltage switching means controls a voltage selectively applied to at least one of a plurality of segment patterns, wherein each pattern is comprised of at least one of the plurality of distinct segments.

52. (Original) The watch face of claim 51 wherein said voltage switching means alternates the voltage between a first voltage and a second voltage.

53. (Original) The watch face of claim 52 wherein said first voltage causes each distinct segment in the at least one of said plurality of segment patterns to rotate polarized light and said second voltage causes each distinct segment in the at least one of said plurality of segment patterns to not rotate polarized light.

54. (Original) The watch face of claim 51 wherein said voltage switching means is electronically actuated.

55. (Original) The watch face of claim 51 wherein said voltage switching means is manually actuated.

56. (Original) The watch face of claim 52 further comprising means for adjusting said second voltage.

57. (Currently amended) The watch face of claim 56 ~~where in~~ wherein said means for adjusting is electronically actuated.

58. (Currently amended) The watch face of claim 56 ~~where in~~ wherein said means for adjusting is manually actuated.

59. (Original) The watch face of claim 51 further comprising a pattern selection means, wherein said selecting means controls the selection of at least one of the plurality of patterns.

60. (Original) The watch face of claim 59 wherein said pattern selection means is electronically actuated.

61. (Original) The watch face of claim 59 wherein said pattern selection means is manually actuated.

62-173. (Cancelled)